

Internet Marketing; The most powerful lead-generating 'device'.

By George Papazoglou

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#1 Web site promotion techniques <http://www.web-site-promotion.gr>

Seasoned and modern entrepreneurs are using the Internet, not just to supplement their income, but to generate hundreds, or thousands of lifetime customers online.

How do you use the Internet to brand your business? Does your marketing plan incorporate up-to-date, and response-oriented advertising tactics?

As the competition becomes extremely intrusive, home businesses/corporations are seeking of brand-new, "differentiated" ways to capture online consumers.

The benefits of using the Internet as a marketing medium are possibly unlimited, yet most of businesses fail to convert browsers to buyers!

Why do most ventures fail?

Most businesses are in the red zone, because they haven't succeeded to identify a target market and didn't successfully determine, the objectives of advertising campaigns.

Have you provided ideal answers to questions like;

* (exactly) Who is your target market and which are the characteristics?

Can you read their minds...?

* What differentiates your business from your competition?

Why should they buy from you? Are you unique enough?

* Does your Web site express prospects when it comes to finding information?

Does your web site express prospects like a good salesman? Is it informative?

* Which Online tactics will you employ? Is it banner ads, search engines... what??

Do you know where to focus your promotional activities (and when)?

*

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The WWW is the absolute advertising medium if used strategically. It can save your business thousands of funds per short periods -- it can replace personnel -- it can automate your business to the maximum -- it can play a major role with any marketing mix - for any business.

Even if the economy goes down, savvy entrepreneurs still profit by using e-mail marketing to reach thousands, with virtually no costs.

Even if your competition uses TV commercials and Print advertising, you can still achieve a much better R.O.I (Return On Investment), with search engine marketing.

Even if your competition has more dynamic in employees than you have, you can still be "bigger" by automating (i.e. software) your business and cut-off costs -- but still vigorously express customers, with the power of automation and win your market's perception in customer service.

You probably already know, that there are myriads of benefits for capitalists like you, and Internet Marketing (should) will be the cornerstone of your success, only if you find and use critical information, to create awareness and win your niche (market share).

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